GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:788
ANSWERED ON:28.07.2005
LOSSES OF DD CHANNELS
Narhire Smt. Kalpana Ramesh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether DD and DD News channels are running in losses;

(b) if so, the reasons therefor; and

(c) the steps being taken by the Government to contain the losses?

Answer

THE MINISTER OF INFORMATION & BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) & (b): Doordarshan is a Public Service Broadcaster. Hence cannot be actuated or adjudged by commercial considerations.

(c) It is the constant endeavour of Doordarshan to increase its commercial revenue by enhancing the quality of its programmes and news coverage of national and international events, by adopting innovative methods and modern market strategies. Doordarshan has taken various steps to increase commercial revenue which include setting up of Marketing Divisions at six centres, introduction of new programme formats, undertaking fuller utilization of time slots in non-prime band through adjustments in commercial rate card etc. The commercial revenues have shown an upward trend in 2004-05.